

LOUDOUN COUNTY PLANNING COMMISSION

AGENDA

Wednesday, July 7, 2010

9:00 AM to 12:00 PM

Purcellville Room

Planning Commission Sub-Committee Meeting—ZOAM 2009-0003 Amendments to the Zoning Ordinance, Sign Regulations

- I. Discussion item: Article 8, Definitions (Attachment 1)
- II. Discussion item: Section 5-1200 (Attachment 2)

ARTICLE 8 DEFINITIONS

ATTACHMENT 1

Current Definition:

Sign: Any device for visual communication which is used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

SOVWG Proposal:

Sign: Any exterior device for visual display that communication which is comprised of letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures, or any combination thereof, that is intended to identify, advertise, or otherwise make known to the general public the following: the property, individual businesses, products, services, and entertainment. A sign shall not be considered a Use for purposes of the Sign Regulations. By their very nature, architectural features that are unique to the design of a building or structure shall not be considered a sign. Such architectural features shall include, but are not limited to the following: cupolas, domes, spires, bell towers, canopies, awnings, columns, specialty façade treatments, parapet walls, colors, and specialty lighting used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

Staff Discussion: Staff does not agree with adding the word “exterior.” By definition, a store window or display sign is interior. Further, interior signs are currently regulated and this change would seem to negate the regulation of all interior signs.

Staff does not agree with stating that a sign is not a Use. Signs are accessory uses, subordinate to the structures and land use functions they reference. Revisions should be made to the Sign Requirements Matrix, not the definition, to address concerns regarding the ability to modify provisions of the Sign Matrix.

Staff does not agree with adding typical architectural features within the definition of sign. A Planners Dictionary (American Planning Association, *A Planners Dictionary*, Planning Advisory Service Report No. 521/522, 2004) provides this definition for “architectural feature” from Lake Elsinore, California: “A part, portion, or projection that contributes to the beauty or elegance of a building or structure, exclusive of signs, that is not necessary for the structural integrity of the building or structure or to make said building or structure habitable.” While they may complement or be used in conjunction with architectural features, signs themselves are not architectural features.

Staff suggests the existing exclusion afforded to governmental flags, etc. be retained.

Staff Alternate Definition:

Sign: Any device for visual display comprised of letters, words, numerals, figures, logos, trademarks, emblems, devices, or illustrations, or any combination thereof, communication which is used for the purpose of bringing the subject thereof to the attention of the public to identifies a property, business, product, service, person, or entertainment, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

A1-1

SOVWG Proposal (New Definition):

Sign, Above Roofline: A sign may be permitted above the roofline of a building no more than one-half the height of the sign area. For purposes of this definition, roofline shall be the top of a building on a flat roof and [the]¹ gutter-line or eave of a gabled roof. (Add graphic to appropriate section; add to matrix)

Staff Discussion: Historically, “roofline” has been interpreted to mean the interior roofline of a building. Signs above the roofline are currently permitted only if modified through a Comprehensive Sign Plan. Since the Matrix refers to “roofline” as the maximum height of many sign categories, staff believes that clarification is needed in the Sign Requirements Matrix. Staff suggests amendment to note 3 as follows: *For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.*

Current Definition:

Sign, Area of: The area of a sign shall be determined from its outside measurements, including any wall work incidental to its decoration, excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

SOVWG Proposal:

Sign, Area of: The area comprised of the advertising elements of any display, such as letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures[,] or any combination thereof, that satisfies the definition of a sign as described herein. The area of a sign shall be measured as outlined in this ordinance, but shall not include the area of determined from its outside measurements, including any wall work incidental to its decoration, awnings, canopies, glass, or any other structure to which the sign is attached excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

Staff Discussion: Staff found that definitions for sign area commonly refer to drawing a geometric shape around signage (a principle similar to “the rule of 8” outlined in existing Figure 4, Section 5-1200) and also include in the sign area any portion of the display which seeks to differentiate the sign from the background to which it is attached. Support structures are generally excluded. Other signs categories in the matrix will continue to use the bonus multiplier for the background structure. Therefore, staff suggests leaving this portion of the definition intact. Staff also seeks to clarify the back to back measurement.

¹ [] Text within brackets indicates grammatical edit made by staff.

Staff Alternate Definition:

Sign, Area of: The area within a continuous perimeter enclosing the limits of a sign, as defined herein and illustrated in Figure 4, Section 5-1200, and ~~shall be determined from its outside measurements, including any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, wall work incidental to its decoration, but~~ excluding the area of the necessary sign supports or uprights on which the sign is placed, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, only one display face shall be counted in the area of the sign. ~~the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.~~

SOVWG Proposal (New Definition):

Sign, Artistic Works/Wall Murals: Artistic works including murals, pictorial presentations, illustrations, or decorations that may be provided on the facades of buildings and structures. Such artistic works may extend to the edges of the building or structure wall. Additionally, such artistic works may contain text and shall not be considered signs provided they have no tenant advertising. Artistic works and murals may be permanent or semi-permanent either painted or applied vinyl graphics that bond to the build[ing] façade to resemble paint.

Staff Discussion: Since artistic works/wall murals are not to be considered signs, staff suggests “sign” be removed from the title. Staff also suggests minor edits to prohibit advertising.

Staff Alternate Definition:

Artistic Works: Artistic works including wall murals, pictorial presentations, or illustrations affixed to a building or structure. Such artistic works may contain text and shall not be considered signs provided they contain no advertising or commercial message.

SOVWG Proposal (New Definition):

Sign, Awning and Canopy: A sign as defined herein that is placed on an awning or canopy that is building mounted and may be located above doors, windows, or bays. The sign area may contain the business name, logo, trademark, and/or product or service. The overall awning [and/or] canopy shall not be considered as a background structure for the purposes of calculating the area of a sign.

Staff Discussion: Staff suggests a simpler definition without reference to content of the sign or measurement.

Staff Alternate Definition:

Sign, Awning and Canopy: A sign that is mounted, painted, affixed, or otherwise attached to an awning or canopy, which is located above a door, entrance, or window of a building.

Current Definition:

Sign, Background: The surface on which a sign is affixed, as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.

SOVWG Proposal:

Sign, Background: The surface on which a sign is affixed, ~~The sign as determined by computing the entire area within a single geometric form that encloses the background, shall not apply to including~~ the area of the sign.

Staff Discussion: Staff suggests minor change to remove the reference to measurement of sign area.

Staff Alternate Definition:

Sign, Background: The surface on which a sign is mounted, painted, affixed, or otherwise attached. ~~as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.~~

Sign, Backlit: An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.

Sign, Banner: Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.

Current Definition:

Sign Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

Staff Discussion: Staff suggests removing regulatory language from the definition.

Staff Alternate Definition:

Sign Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, ~~but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.~~

A1-4

Current Definition:

Sign, Building Frontage for Determining Size of: The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.

Staff Discussion: Staff suggests this definition be replaced with one for determining linear feet. The Sign Requirements Matrix will also be updated to remove reference to building frontage.

Sign, Linear Foot (LF) for Determining Size of: The length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade.

Current Definition:

Sign, Building Mounted: A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

SOVWG Proposal:

Sign, Building Mounted: A sign fastened to or painted on the wall of a building or structure, ~~in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.~~

Staff Discussion: Staff suggests adding back the language which clarifies that the wall becomes the supporting structure for the sign.

Staff Alternate Definition:

Sign, Building Mounted: A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, ~~or forms the background surface of~~ the sign.

Current Definition:

Sign, Business: A sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.

Staff Discussion: Staff suggests minor change to remove "directs attention," consistent with the revised definition of sign.

Staff Alternate Definition:

Sign, Business: A sign which identifies ~~directs attention to~~ a business or profession conducted, or ~~to~~ a commodity or service sold, offered or manufactured, or ~~to~~ an entertainment offered on the premises where the sign is located.

Sign, Construction: Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer.

Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign: Sign as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the Code of Virginia 1950, as amended.

Current Definition:

Sign, Directional, On-Site: Signs providing directions to specific types of uses on a site. Such signs shall contain no advertising.

SOVWG Proposal:

Sign, Directional, ~~On-Site:~~ A sign providing directions to specific types of uses, services, or individual businesses within all parcels or phases of a development on a site. Such signs may include project identification logos, emblems, [and] tenant names shall contain no advertising.

Staff Discussion: Staff suggests retaining the on-site directional sign, as there is a follow-up ZOAM to address off-site directional signage for civic and religious uses.

Staff Alternate Definition:

Sign, Directional, On-Site: Signs providing directions to specific ~~types of~~ uses on a parcel site. ~~Such signs shall contain no advertising.~~

Sign, Directory: A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.

SOVWG Proposal (New Definition):

Sign, Electronic/Digital Message Board: A sign that uses electronic or digital technology to convey a message, information, or business name through either a sequences rate of change or static display that is programmed or modified electronically unless otherwise approved by Special Exception. Such signage shall be limited to institutional uses such as places of worship, schools, and government buildings. Such signage may be used for the display of government mandated fuel pricing at gasoline fueling stations.

A1-6

Staff Discussion: Staff suggests removing the regulatory language in this definition. Such sign would only be allowed with a Comprehensive Sign Plan.

Staff Alternate Definition:

Sign, Electronic/Digital Message Board: A sign that uses electronic or digital technology to convey a message, information, or business name through either a sequences rate of change or static display that is programmed or modified electronically.

SOVWG Proposal (New Definition):

Sign, Entrance: A ground mounted sign located at the public access entrances of a development. Such signs may include the name of the development. In the case of non-residential projects, such signs may also contain the names of selected tenants and businesses located within the development. Additionally, such signs may contain any project logos and/or typeface associated with the development, as well as the corporate logos, typeface, and/or colors of the selected tenants.

Staff Discussion: Staff suggests deleting this definition.

Sign, Farm: Sign erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, silviculture, or services sold, produced, manufactured or furnished on such farm.

Sign, Freestanding: Any nonmoveable sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon and ground mounted signs.

Sign, Government/Official Notices: Sign erected and maintained by or under the direction of the Virginia Department of Transportation, other governmental authorities, or court officer in accordance with the law.

Sign Height: The height of a sign shall be computed as the difference from the base of the sign at normal grade to the top of the highest attached component of the sign. If the land is uneven at the base of the sign, the elevation at the halfway point (middle) of the sign at the base shall be used. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the purpose of locating the sign.

Sign, Historical Markers: Sign erected or approved by duly authorized public authorities.

Sign, Home Occupational: Sign upon property displaying the name and/or address of the occupant of the premises and the nature of the home occupation.

A1-7

Current Definition:

Sign, Illuminated: A sign, or any part of a sign, which is illuminated, externally or internally, from a source located for the specific purpose of such illumination.

SOVWG Proposal:

Sign, Illuminated: A sign, or any part of a sign, which is illuminated, externally or internally, from an artificial light source located for the specific purpose of such illumination. Such illumination shall be from either an enclosed or unenclosed lamp design or indirect lighting from a shielded source so as not to permit off-site glare nuisance.

Staff Discussion: Staff suggests removal of the regulatory language and reference to off-site glare nuisance.

Staff Alternate Definition:

Sign, Illuminated: A sign, or any part of a sign, which is illuminated, externally or internally, from an artificial light source located for the specific purpose of such illumination.

Sign, Informational: Signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.

Sign, Non-PD District Project Directional: Signs giving direction to new homes for sale or lease for non Planned Development District projects, subject to the boundaries of a rezoning plat approved by the Board of Supervisors, which do not contain the names of specific builders.

Sign, PD-H Community Directional: Signs located within the boundaries of an approved PD-H district, providing direction to subdivisions, sections, or civic features within the PD-H district.

Sign, Pole Mounted: See Figure 2, Section 5-1200.

SOVWG Proposal (New Definition):

Sign, Projecting: A sign, such as but not limited to a blade sign, that is attached to or projects from the exterior wall or face of a building or is suspended from a canopy or awning that is attached to a building. Such signage may be used for tenant identification and include corporate colors, logos, and typeface. Projecting signs shall not be internally illuminated.

Staff Discussion: A projecting sign is a type of building mounted sign. Staff is uncertain as to why this definition is needed.

SOVWG Proposal (New Definition):

A1-8

Sign, Project Identification: A ground mounted sign that includes the name of the development only. Such sign may include any corporate typeface or logo that has been specifically created for the development. Such signs may be internally or externally illuminated.

Staff Discussion: The matrix will dictate illumination; therefore staff suggests this be removed.

Staff Alternate Definition:

Sign, Project Identification: A ground mounted sign that includes the name of the development only, including any corporate typeface or logo.

Sign, Quasi-public: Sign identifying or locating a town, community center, public building or historical place situated in Loudoun County, Virginia, and also a sign for a use owned or operated by a non profit, religious, or charitable institution and providing educational, cultural, recreational, religious, or similar types of programs.

Sign, Real Estate: Sign pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed.

Sign, Residential Name: Sign upon property displaying the name and/or address of the owner, lessee or occupant of the premises.

Current Definition:

Sign, Store Window or Display: A sign within store windows relating to the business conducted within; or to amusements or civic, religious, cultural, educational or charitable activities.

Staff Discussion: Currently, such signs are permitted in business windows, but count toward the aggregate amount of signage permitted. Therefore, staff is proposing to revise this definition so that such sign is solely for non-business related activities with a related section in the Sign Requirements Matrix under Section 5-1204(D)(7), Miscellaneous Signs. Such signs would not require a sign permit, but would be regulated for size, number, etc. through the Matrix. (Also see related definition of Sign, Business Window or Display.)

Staff Alternate Definition:

Sign, Store-Non-Business Window or Display: A sign within store windows not relating to the business conducted within; ~~or but~~ to amusements or civic, religious, cultural, educational or charitable activities conducted off-premises.

Sign, Temporary: A sign advertising a candidacy for public office or an event of public interest, such as, but not limited to, a public or general election, church or public meeting, fair, horse show, turkey shoot,

entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estate, unless otherwise permitted in this Ordinance.

Sign, Wayside Stand: Sign erected or maintained by any farm owner or tenant of such farm and relating solely to farm or horticultural produce or merchandise sold from said stand located on farm including Christmas trees, vineyards and wineries.

SOVWG Proposal (New Definition):

Sign, Window: A sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window.

Staff Discussion:

As the existing store window or display sign accounts for displays of amusements, civic, religious, cultural, educational, or charitable activities, staff suggests clarification to the new definition of “sign, window” so that such sign pertains specifically to businesses with a related section in the Sign Requirements Matrix under Section 5-1204(D)(7), Miscellaneous Signs. Such signs would not require a sign permit, but would be regulated for size, number, etc. through the Matrix. (Also see related definition of Sign, Non-Business Window or Display.)

Staff Alternate Definition:

Sign, Business Window or Display: A business sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window and relating to the business conducted within.

Other Definitions to Consider:

Sign, De Minimis: Any sign with an area no greater than ½ square feet.
[Related standards will need to be added to the matrix.]

A1-10

Division C: Sign Regulations

Section 5-1200

Sign Regulations.

5-1201

Purpose. It is determined that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the erection, display, safety, and maintenance of signs which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. This Section also establishes procedures by which alternative sign standards may be proposed in a Comprehensive Sign Plan application for approval by the Board of Supervisors.

5-1202

General Provisions.

(A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:

- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, ~~and~~ (b) directional signs governed by a Comprehensive Sign Plan that identify uses located on other properties within the area of the Comprehensive Sign Plan, and (c) any other off-site sign which is specifically provided for in this article.
- (2) **Outlines any building with neon or other permanent lights.** Outlines any building or part thereof with neon or other permanent lights, with the exception of movie theatres or otherwise permitted with the approval of a Comprehensive Sign Plan.
- (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, ~~lamp post,~~ hydrant, bridge, highway marker or another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) not

visible from any public road, (e) a farm sign, and (f) a residential name sign.

- (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
 - (5) Balloons, banners, pennants or inflated devices, with the intent to draw attention to a place of business, unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), The Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, unless permitted by a Comprehensive Sign Plan or allowed by a Minor Special Exception.
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.
- (E) **Comprehensive Sign Plans.** Alternative sign standards, including additional sign categories not listed in Section 5-1204(D), may be proposed in a Comprehensive Sign Plan application for unified projects or for individual uses/structures within any zoning district. Requests for Comprehensive Sign Plans shall be made in accordance with the procedures for Minor Special Exceptions as set forth in Section 6-1300. ~~**Modification to Sign Regulations.** Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:~~
- ~~(1) **Modifications to Sign Regulations for Planned Development (PD) Districts Only.** Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).~~
 - ~~(2) **Modification to Sign Regulations for Unified Non-Residential Developments.** Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-~~

~~1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.~~

~~Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.~~

~~(3)(1) **Submission Requirements.** A request for sign modifications shall include the submission of a Comprehensive Sign Plan Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, at as a minimum, the following:~~

- ~~(a) A statement of justification;~~
- ~~(b) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;~~
- ~~(c) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and~~
- ~~(d) A sign mapplan, depicting the general location of the various proposed sign types.~~

~~(2) **Amendment of Approved Comprehensive Sign Plan.** An approved Comprehensive Sign Plan may be amended in whole or in part in accordance with Section 5-1202(E).~~

~~(3) **Minor Modifications to Approved Comprehensive Sign Plans.**~~

- ~~(a) **Minor Modifications.** Minor modifications to an approved Comprehensive Sign Plan may be permitted by the Zoning Administrator for all or individual uses subject to the Comprehensive Sign Plan when it is determined by the Zoning Administrator that such minor modifications are in substantial conformance with the approved Comprehensive Sign Plan. In no event shall such modifications:~~

- (i) Introduce any sign type not included in the approved Comprehensive Sign Plan, and
- (ii) Increase the amount of approved signage for the modification area by more than ten (10) percent.
- (b) **Notice Requirements.** Any request for a minor modification to an approved Comprehensive Sign Plan shall require the provision of written notice in accordance with Section 6-1316(B).
- (F) **Administrative Signage Area Bonus.** The Zoning Administrator may permit a signage area bonus of up to ten (10) percent otherwise permitted by Section 5-1204(D) for any individual use that submits the following information in conjunction with a sign permit application:
 - (1) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;
 - (2) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and
 - ~~(d)~~(3) A sign map, depicting the general location of the various proposed sign types.

5-1203

Administration and Enforcement.

- (A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms with the requirements of this ordinance.
- (B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning

Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

5-1204

Sign Requirements.

- (A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.
- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.